Town of Knightdale

Knightdale, NC

Mayor Jessica Day

Pledge Summary

Knightdale is a town in eastern Wake County, North Carolina, with a population of approximately 23,000 residents. Our strategic plan highlights Sustainability as a core tenent and we seek to promote the stewardship of our environment. Mayor Day and our Town Council have committed to saving the Mornarch Butterfly by joining this pledge.

Action Items Committed for 2026

Communications and Convening

- Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must incorporate a focus on monarch conservation.
- Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.
- Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Display educational signage at monarch gardens and pollinator habitat.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Jessica Day	2026	12/8/2025	
Mayor Jessica Day	2025	1/8/2025	Signatories
Mayor Jessica Day	2024	2/26/2024	Signatories
Mayor Jessica Day	2023	3/16/2023	Signatories
Mayor Jessica Day	2022	3/31/2022	Signatories

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Action Items

In total, how many individuals have been reached through the Mayors' Monarch Pledge in your community this year (Jan-Dec)? Please limit your answer to only the number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

500

Of the total number of individuals engaged, how many youth (0-18) were reached through the Mayors' Monarch Pledge in your community this year (Jan. - Dec.)? If none, please write 0." (Enter WHOLE NUMBERS only.)

50

In total, how many acres of monarch habitat have been created in your city in the last 12 months? Please limit your answer to only the number of acres in the answer field below (e.g., 3). Note: 1 acre = roughly the size of a football field.

.25

Where was the habitat created this year? Example locations may include residences, schools, places of worship, rights-of-way, roadsides, community gardens, shared public spaces, and more.

New development open spaces

How are you leveraging the Mayors' Monarch Pledge program to engage marginalized communities, such as low-income communities or communities of color?

Giving away educational materials at events and incorporating signage in public parks

What was your community's motivation for taking and continuing to work on the Mayors' Monarch Pledge?

conservation/sustainability efforts

What resources have been most helpful to you thus far and what new resources would you like to see to help meet your goals? What resources would be useful to help expand equitable engagement in community processes and access to high-quality, usable nature?

Additional one-pager (or two-pager) handouts we can send or give to residents would be great. Easy graphics on how to select/plant/maintain habitat that can be used on social media and the website.

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What else should we know about your monarch butterfly conservation efforts over the last year?

This is our fifth year in the program, but we are committed to making an impact.

Selected Action Items

Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must incorporate a focus on monarch conservation.

Date of Proclamation:

April 15, 2026

Title of Proclamation (i.e. – Monarch Day or Pollinator Week):

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

Mayor's Monarch Pledge 2026.pdf

Host or support a native seed or plant sale, giveaway or swap.

How many plants were sold and/or given away at your event? (Enter WHOLE NUMBERS only)

200

How many people attended your event? (Enter WHOLE NUMBERS only)

150

What community organizations, groups, or leaders (if any) did you partner with or engage to host the event?

None

Display educational signage at monarch gardens and pollinator habitat.

How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

2

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Please describe the educational information on the sign(s), and provide any links to externally purchased sign(s).

Signs discusses habitat and the Monarch Butterfly

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

How many community organizations and groups participated? Please list them below.

1

Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.

The Two Green Thumbs Garden Club maintains butterfly habitat at Knightdale Station Park, our largest community park, and at our Knightdale Environmental Park.

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

How many community organizations and groups participated? Please list them below.

3 - Two Green Thumbs Garden Club, Public Works, Development Services

Please describe the extent of engagement with these groups and revisions/maintenance implemented for mowing or planting programs.

The Development Services Department has worked with developers to encourage pollinator habitat creation in association with green space in new developments. The Public Works Department worked with TGTGC to bring in goats to remove invasive plants instead of spraying herbicide in our park.

Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.

Local developers have used pollinator gardens instead of maintained grass open space in several new developments.

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